



WJLA-TV/DT WASHINGTON, DC

WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

## Contract # 199196

### Schedule Dates

10/23/12-10/29/12

### Advertiser

Priorities USA Action (14656)

### Agency/T-Code

Mundy Katowitz Media (1517)/ELECTRONIC

### Product

Political-Political (1088)

### Brand

Est 1789 :60's 10/23-10/29 (72803)

### Salesperson

Monares, Barbara (1108)

### Sales Office

WJLA - Core Team

### Buyer Name

BESSETTE,CASEY

### Phone/Fax

/

### CPE

Est 1789 :60's 10/23

### Account Types

Local/Political Issue Agency

### Billing Type

Standard

### Comments

Est 1789 :60's 10/23-10/29

Date Entered 10/22/12

Last Modified 10/22/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$23,280.00

Net Total \$131,920.00

Sales Tax

## WJLA Arlington (WJLA)

By Broadcast Month

Oct. 2012 26

Nov. 2012 3

Grand Total:

29

Rate

\$138,000.00

\$17,200.00

\$155,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/24/12-10/26/12	3	1:00	6:59A- ABC-GOOD MORNING AMERICA				1		1			2	\$3,600.00	\$7,200.00	WJLA Arlington (WJLA)		10/22/12
2.0	Normal Line / SPOT	10/29/12-10/29/12	3	1:00	6:59A- ABC-GOOD MORNING AMERICA	1	1							1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/22/12
3.0	Normal Line / SPOT	10/23/12-10/25/12	3	1:00	9A- LIVE!			1	1					2	\$2,800.00	\$5,600.00	WJLA Arlington (WJLA)		10/22/12
4.0	Normal Line / SPOT	10/23/12-10/23/12	3	1:00	10A- RACHAEL RAY		1							1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12
5.0	Normal Line / SPOT	10/24/12-10/24/12	3	1:00	10:58A- ABC-THE VIEW			1						1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/22/12
6.0	Normal Line / SPOT	10/26/12-10/26/12	3	1:00	11:59A- NEWS-ABC 7 NEWS @ NOON					1				1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/22/12
7.0	Normal Line / SPOT	10/23/12-10/23/12	3	1:00	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1							1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12
8.0	Normal Line / SPOT	10/25/12-10/25/12	3	1:00	12:57P- ABC-THE CHEW				1					1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12
9.0	Normal Line / SPOT	10/25/12-10/25/12	3	1:00	3:01P- ANDERSON COOPER SHOW				1					1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12
10.0	Normal Line / SPOT	10/24/12-10/24/12	3	1:00	4:58P- NEWS-ABC 7 NEWS @ 5P				1					1	\$3,800.00	\$3,800.00	WJLA Arlington (WJLA)		10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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**Advertiser** Priorities USA Action (14656)  
**Agency/T-Code** Mundy Katowitz Media (1517)/ELECTRONIC  
**Product** Political-Political (1088)  
**Brand** Est 1789 :60's 10/23-10/29 (72803)  
**Salesperson** Monares, Barbara (1108)  
**Sales Office** WJLA - Core Team  
**Buyer Name** BESSETTE,CASEY  
**Phone/Fax** /  
**CPE** Est 1789 :60's 10/23  
**Account Types** Local/Political Issue Agency  
**Billing Type** Standard  
**Comments** Est 1789 :60's 10/23-10/29

**Date Entered** 10/22/12  
**Last Modified** 10/22/12  
**Entered By** Barbara Monares  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$23,280.00  
**Net Total** \$131,920.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
Oct. 2012 26 \$138,000.00  
Nov. 2012 3 \$17,200.00  
**Grand Total:** 29 \$155,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	10/23/12-10/25/12	3	1:00	5:59P- NEWS-ABC 7 NEWS @ 6P			1		1				2	\$5,600.00	\$11,200.00	WJLA Arlington (WJLA)		10/22/12
12.0	Normal Line / SPOT	10/29/12-10/29/12	3	1:00	5:59P- NEWS-ABC 7 NEWS @ 6P		1							1	\$5,600.00	\$5,600.00	WJLA Arlington (WJLA)		10/22/12
13.0	Normal Line / SPOT	10/24/12-10/24/12	3	1:00	6:27P- 6:30P (EST)			1						1	\$12,000.00	\$12,000.00	WJLA Arlington (WJLA)	WORLD NEWS AD.	10/22/12
14.0	Normal Line / SPOT	10/25/12-10/25/12	3	1:00	6:57P- 7P (EST)				1					1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)	WORLD NEWS AD.	10/22/12
15.0	Normal Line / SPOT	10/26/12-10/26/12	3	1:00	6:58P- WHEEL OF FORTUNE					1				1	\$14,000.00	\$14,000.00	WJLA Arlington (WJLA)		10/22/12
16.0	Normal Line / SPOT	10/23/12-10/23/12	3	1:00	7:27P- JEOPARDY		1							1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/22/12
17.0	Normal Line / SPOT	10/29/12-10/29/12	3	1:00	11P- NEWS-ABC 7 NEWS @ 11P		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/22/12
18.0	Normal Line / SPOT	10/27/12-10/27/12	3	1:00	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/22/12
19.0	Normal Line / SPOT	10/27/12-10/27/12	3	1:00	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/22/12
20.0	Normal Line / SPOT	10/27/12-10/27/12	3	1:00	7:29P- JEOPARDY WEEKEND							1		1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/22/12
21.0	Normal Line / SPOT	10/27/12-10/27/12	3	1:00	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$4,800.00	\$4,800.00	WJLA Arlington (WJLA)		10/22/12

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22.0	Normal Line / SPOT	10/27/12-10/27/12	3	1:00	12:35A- CASTLE							1		1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/22/12
23.0	Normal Line / SPOT	10/28/12-10/28/12	3	1:00	7:58A- ABC-GOOD MORNING AMERICA SUN								1	1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/22/12
24.0	Normal Line / SPOT	10/28/12-10/28/12	3	1:00	5P- NEWS-SUNDAY ABC 7 NEWS @5P								1	1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/22/12
25.0	Normal Line / SPOT	10/28/12-10/28/12	3	1:00	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$4,800.00	\$4,800.00	WJLA Arlington (WJLA)		10/22/12
26.0	Normal Line / SPOT	10/28/12-10/28/12	3	1:00	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/22/12

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